Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
Alameda County Health Care Services Agency Linda Franklin (510) 208-1614	Eden Township	Immunization Grant	\$56,000	Extend immunization interventions to another site.	
	Nutrition Network	Breastfeeding and community education	\$159,000	Enhanced breastfeeding and community education.	
American Red Cross Amy Trendel (619) 583-8573	March of Dimes	Healthy Pregnancy, Healthy Baby Extension	\$3,550	Provide Healthy Pregnancy, Healthy Baby childbirth classes at no cost to WIC participants using childbirth educators.	
Butte County WIC Julie Wetmore (530) 895-6543	California Children & Families Commission	Overweight Prevention and Treatment for Fit Kids	\$40,000	The project includes a family oriented series of sessions designed to help overweight kids. The WIC dietitian also provides counseling to the participants within the setting of the overweight clinic next door to the WIC site.	
Catholic Health Care West Kathleen Alanis (530) 527-8791	California Children & Families Commission	Breastfeeding Education	\$17,427	Breastfeeding education seminars for professionals.	
	California Children & Families Commission	Perinatal and Postpartum Education	\$118,449	Early prenatal classes, child birth classes, infant massage classes, and 6 week postpartum education series.	
City of Berkeley Ellen Sirbu (510) 981-5131	California Wellness Foundation	Family Circle Project for Parenting Education and Support	\$8,500	Parenting workshops and one-time training classes.	

Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
Clinica Sierra Vista Leah Carter (661) 326-6490	California Children & Families Commission	Peer Breastfeeding Counselor Program	\$159,000	Continue the Breastfeeding Peer Counselor Program.	Make sure your proposal meets the strategic plan and goals of the funding agency. Provide the funding agency with everything they request.
	Kern Family Health Care (local Managed Care Initiative)	PLAY (Promoting Leaner Active Youth)	\$100,000	 Survey to identify barriers to a healthy lifestyle. Design education program consisting of 8 classes. Conduct 4 sets of classes at 6 sites. 	Determine goals of organizations that want to fund your project. Develop relationships with people in these organizations.
Community Bridges Cathy Cavanaugh (831) 722-7121	Has applied for funding – will send which proposals applied for and amounts				
Harbor-UCLA Research and Education Institute Steve Baranov (325) 757-7244	The California Endowment	Health Care Access Project, Phase 2	\$102,000	Improve staff and client education on health care immunization. Provide enhanced referral/enrollment assistance. Track participants for outcome evaluation.	
Humboldt County WIC Jim Sousa (707) 441-2084	California Children & Families Commission	Breastfeeding Training – Peer Lactation Education	\$50,000	Medical office staff, WIC staff and other community agency staff are trained over 1 year to assist breastfeeding women.	

Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
Humboldt County WIC Continued:	California Wellness Foundation	Dental Health Promotion	\$8,500	Implement an oral health plan to promote positive dental health behavior.	
Mission Hospital's Camino Health Center Robin Bradley (949) 488-7696	Orange County Health Care Agency	Immunization Grant	\$16,300	Assessment and referrals for immunizations.	
Monterey County Joann Godoy (831) 757-1819	DHS Cancer Prevention and Nutrition Section	Power Play!	\$100,000	Use a community-based approach to reach 9-11 year old low-income children and their families with physical activity messages, through schools, community youth organizations, farmers' markets, supermarkets and restaurants.	
	DHS Cancer Prevention and Nutrition Section	Latino 5-A-Day	\$94,500	Promote physical activity messages to low-income Latino adults and their families using mass media and community based strategies (festivals, farmers' markets, flea markets, neighborhood stores and community based organizations).	
	Nutrition Network		\$344,250	Proposed activities: 1) Alisal Community Certified Farmers' Market. 2) Salinas Adult School Family Garden. 3) Salinas Public Library for WIC Families.	

Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
Monterey County Continued:				4) Classroom nutrition education in Salinas City elementary schools. Coordinate county-wide. 5-A-Day nutrition events and activities.	
Northeast Valley Health Corp. Gayle Schachne (818) 898-1388	Los Angeles County Immunzation	WIC IZ Assessment Referral	\$69,000	Computerized immunization assessment and referral for children under 2 years of age.	WIC coordinates services for IZ for WIC kids with the Public Health Division. This program is costly. Computers need constant technical assistance, installation of software, etc.
	California WIC Association	Prenatal Initiative Program	\$150,000	Find pregnant immigrant women and enroll them in emergency medical services.	This is labor intensive. Encountered over 10,000 participants with 3 FTE in 8 months to complete 584 enrollments. Resulted in decreased time with WIC participants. Needed more funding for expenses (phone charges, etc.).
	California Endowment	Health Access	\$100,000	Expand prenatal enrollment to children, i.e., Healthy Families, prenatal emergency medical to all	Get as much funding as you can to cover communication costs (copier, phone costs)

Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
Northeast Valley Health Corp. Continued:				WIC participants.	and consider hidden costs. WIC budgets cannot cover "nice to do" projects that should be funded by the sources seeking the customers.
Northeastern Rural Health Clinics, Inc. Barbara Byers (530) 257-7094	California Wellness Foundation	Leveraging Resources for WIC Based Public Health Efforts	\$3,500	Continuation of a newborn breastfeeding support program.	
Placer County Caroline Hickson (530) 889-7190	Nutrition Network	Nutrition Network	\$39,600	 Nutrition education and assessment counseling for county PHN's, FNP, MD's. Cooking quickly for teens. Cooking, budgeting for Cal WORKS and for Homeless Shelter residents. Newspaper articles on nutrition and exercise. 	Be patient with Network staff. They have a tough job. Understand the USDA rules.
Planned Parenthood for Orange and San Bernardino County Andrea Aquino (714) 633-6373	Coalitions of Community Clinics	CAA	\$17,000	Certification of a community assessment for Healthy Families.	
Plumas Rural Services Katy Dyrr (530) 283-4093	CWA	CWA Mini Grant Latino Women's Support Group	\$10,000	Provide enhanced WIC services to the Hispanic population of Eastern Plumas County through a Latino Women's Support group.	

Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
Public Health Foundation Enterprise, Inc. Judy Gomez (626) 856-6650	The California Endowment	Expanded Health Care Access Project	\$160,000	Increase health care access for WIC families by improving and enhancing referrals to health care programs.	
	March of Dimes	Employee Perinatal Support Program Materials for Pregnant and Parenting PHFE-WIC staff	\$1,000	Purchase books for PHFE- WIC staff that attend perinatal support group meetings.	
	California Children & Families Commission	Parents and Children Together (PACT)	\$120,000	Operating a WIC program in Santa Ana that is integrated into a family resource center.	
	March of Dimes	Folic Acid Education and Supplementation in the WIC Program	\$50,000	Group education and issuance of folic acid supplements and/or cereals to WIC participants.	
Riverside County Gayle Hoxter (909) 358-5311	California Children & Families Commission	Food Security	\$425,000	Outreach and expansion of services in coordination with other California Children & Families Commission programs. 1) Develop a nutrition and physical activity tool kit. 2) Collaborate and coordinate with Food Security Advisory Board. 3) Distribute funds for food procurement through food banks. 4) Food security, nutrition and physical education program.	Be clear regarding how your proposal will meet the needs identified by the funding agency. Show how your agency's mission, goals and current programs blend with your submission.

Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
Riverside County Continued:	California Children & Families Commission	Childcare	\$440,000	Outreach and expansion of existing programs. 1) Education and training of child care/day care providers. 2) Development of nutrition and physical activity tool kit. 3) Collaborate with existing partners to strengthen community resources.	Justify your proposal. Collaborate with local and other agencies whenever possible.
	California Children & Families Commission	Loving Support Breastfeeding Program	\$423,750	 24/7 breastfeeding help line staffed by certified lactation educators. Individual assistance to mothers at WIC clinics, or their physician's office. Education and training for 250 prenatal and pediatric care providers and 14 hospitals county wide by breastfeeding education representatives. Postage paid postcards with request for assistance distributed to all delivered mothers. Inspirational cards are mailed to nursing mothers at least every 3 months for additional support. 	Seek in-kind funding to maximize use of resources. Follow all format requirements and meet deadlines. Abstract is very important since it is the first impression of your proposal

Agency Name and Contact	Funding Source	Proposal Name	Amount Received		Proposed Activities	Suggestions for Successful Proposals
Riverside County Continued:	Nutrition Network	Community Nutrition Education	\$951,950	2) 3) 4) 5)	Participate with San Bernardino County in activities including Nutrition Olympics and Power Play! Form advisory committee to address policy/ organizational changes that target improved nutrition and increased physical activity. Collaborate with local restaurants to promote consumption of fruits and vegetables. Present nutrition education curricula at WIC sites. Develop kits for elementary school teachers promoting fruit/vegetable consumption and physical activity. Conduct a media campaign to promote CNN message. Collaborate with Head Start and CMS to promote 5-A-Day messages.	Include only requested materials. Be as clear and succinct as possible.
	California Children & Families Commission	WIC Expansion	\$524,920		Expand Riverside County caseload by 3,000 participants monthly.	New ideas are important.

Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
Riverside County Continued:				 Provide evening and Saturday hours at some clinic sites. Collaborate with DPSS resource centers to provide WIC informational services. Promote Work Place WIC to minimum wage employers. Collaborate with California Children & Families Commission, Head Start, CNN and Health Care Access project to provide integrated services. 	
	California Endowment	Health Care Access Grant	\$105,000	 Education classes at all WIC sites regarding Medi-Cal rights, Public Charge and immigration issues. Collaborate with appropriate agencies to provide application assistance for Medi-Cal and Healthy Families. Referrals for follow-up with appropriate agencies for prenatal care and Medi-Cal status. 	Quality is important. Get to the point.

Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
Riverside County Continued:				 4) Coordinate and refer to county programs for preventive health care and to increase the rate of immunizations. 5) Track participants' outcomes in ISIS. 6) Collaborate with several DHS programs to better serve the target population. 	
Sacramento Co. Dept. of H&HS Teri Ellison (916) 427-9062	Nutrition Network	Feel Alive with Five	\$225,535	Education services on healthy eating and physical activity.	Collaborations with other community agencies were established before writing proposals. Worked long hours to put together proposals.
	California Children & Families Commission	Community Lactation Services	\$1,485,253 (3 years)	Lactation consultant services, including home visits provided at all county WIC offices and county home visitation program centers. Lactation assistance training for all county Public Health Nurses and paraprofessional home visitors.	
	California Children & Families Commission	Stone Soup Community Garden and Educational Project	\$272,454 (3 years)	Develop 70-plot community garden and provide cooking demonstrations and healthy eating classes for families in	

Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
Sacramento Co. Dept. of H&HS Continued:				the Del Paso Heights community.	
San Bernardino County Betsey Cline (909) 387-6315	Project LEAN	Food on the Run	\$40,000	Increase community leadership among youth and adults to support improved nutrition and physical activity environments.	
	Public Health Institute	California Children's 5-A-Day Power Play!	\$100,000	Encourage healthy eating habits and increase children's consumption of fruit and vegetables to 5 daily servings among 9-11 year-olds through school and community youth organization groups.	
San Diego State Univ. Foundation Sarah Larson (858) 505-3067	Nutrition Network	WIC Outreach with 5-A-Day Message	\$400	Purchase 5-A-Day message prizes to be used in conjunction with 5-A-Day wheel that is brought to outreach activities.	
	The California Endowment	Access to Health Care	\$75,000	Identify and refer uninsured participants to CAA's for Medi-Cal/Healthy Family assistance; track application process and follow-up.	
City and County of San Francisco Maria LeClair (415) 575-5686	California Family Health Council	Statewide Immigrant Initiative	\$50,000	Provide outreach and referrals of Spanish and Chinese immigrants to family planning clinics for program services.	Know your strengths and capitalize on them. The SF WIC program has a strong outreach team. Keep informed and build strong relationships

Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
City and County of San Francisco Continued:					with fellow program managers.
San Joaquin County Public Health Barbara Riesberg (209) 468-3286	California DHS Immunization Branch	Take Time to Immunize	\$29,200	Assess immunization status of children 0-29 months enrolled in WIC. Refer to providers. Hold monthly raffle. Train WIC staff in immunization assessment and referral procedures.	
San Mateo County Yuchi Yang (650) 573-2954	California Children & Families Commission	Breastfeeding Care Center	\$738,120	 Prenatal breastfeeding education and support through classes and telephone calls at or near due date. Incentive items to moms who are 100% breastfeeding. Community outreach. HCP inservices. Media campaign. Breastfeeding resource guide 	Include extra money for data collection and evaluation and data entry.
	Nutrition Network		\$187,500	Mom's Spa – A day of pampering for moms of breastfeeding infants 6-9 months of age.	
Santa Barbara Co. Health Care Services Anne Patterson (805) 681-5279	California Children & Families Commission	Expanding Breastfeeding Services for WIC Participants	\$120,000	Funds will provide: 1) Half-time breastfeeding phone staff. 2) Full-time lactation consultant to perform breastfeeding assessments.	Need a local California Children & Families Commission that supports breastfeeding. Do not rely on them for permanent funding.

Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
Santa Barbara Co. Health Care Services Continued:				Breastfeeding coordinator 15 hours per week. Baby weight scale	
	California Children & Families Commission	Breastfeeding Practices in Santa Barbara County Breastfeeding Coalition	\$125,000	Funding will provide: 1) Infant Feeding Survey to determine breastfeeding rates up to 1 year in Santa Barbara County. 2) Lactation educator training for 40 staff. 10 businesses to adopt breastfeeding friendly businesses.	
Santa Clara County Evelyn Caceres-Chu (408) 792-5123	Project LEAN and Food on the Run	Project LEAN Regional Coordinator and Food on the Run	\$179,215	Serve as coordinator for Bay Area region, including 7 counties.	Important to network with community coalitions and task forces to get stakeholder input and buy-in. Expertise of professional grant writer will increase the chance of funding the project.
	Nutrition Network	Local Incentive Award	\$40,000	Continue to implement Community Based Social Marketing Plan.	Utilize the expertise of epidemiologists and data from other programs and sources to write the proposal.

Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
Santa Clara County Continued:					Include clerical support in the proposal as much time is required in writing reports, doing mailings, photocopying, and record keeping.
Shasta County Public Health Marsha Duncan (530) 245-6467	California Children & Families Commission	Healthy Beginnings	\$643,989	Adapt Head Start curriculum to include physical activity component and distribute to child care facilities. Quarterly train-the-trainer sessions to teach WIC staff how to use adapted curriculum in classes.	
	Nutrition Network	Healthy Beginnings	\$85,626	Same as above.	
Solano Co. Health & Social Serv. Denise Blunt (707) 421-7231	Nutrition Network	Get Fit and Get 5-A-Day	\$134,157	Use a variety of channels to promote healthy eating habits, physical activity and Food Stamp education to low-income families in Solano County.	Ask only for funding for what you want to do. Do not ask for money that is not value added to your services. You must be willing to do something for free so others can see the value of what you do.
Sonoma County Indian Health Project Margaret Bregger (707) 521-4578	Nutrition Network	Nutrition Network Proposal from California Rural Indian Health Board	\$39,385	Children's health fair, food demonstrations, traditional foods fair.	

Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
Sonoma County Indian Health Project Continued:	California Wellness Foundation	Small Grants Programs for WIC Agencies	\$3,700	Provide breastfeeding consultant.	
Sutter County Human Services Caroline Norton (530) 822-7224	California Wellness Foundation	Small Grants Program for WIC Agencies	\$8,000	Dental screening and education and support for children at risk for baby bottle tooth decay.	
United Health Centers of San Joaquin Valley, Inc. Gloria Pecina (559) 638-3948	One Stop System	One Stop System	\$20,700	One Stop System staff assist with clerical duties, tally participants' surveys, stock office supplies, answer phones, and read to children while parent attends WIC appointment.	Call your local One Stop System office and ask if they can place high school/college students at your site for work experience and explain why you need them. Provide One Stop System manager with a job description. They will request you sign a Work Experience Agreement for each student placed with you. This funding amount is an estimate of the services provided by One Stop System. They hired 6 students, and their wages were paid directly by One Stop System.

Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
Urban Indian Health Board, Inc. Kelly Moore (510) 535-4420	California WIC Association	Expansion of Breastfeeding Support Program	\$9,200	Increase number of breastfeeding peer counselors. Start breastfeeding warm line. Expand number of home visits able to provide assistance to breastfeeding mothers.	
Ventura County Lynda Young (805) 652-5967	California Children & Families Commission	BREAST Project (Breastfeeding Resource, Education And Support Training)	\$37,000	Provide 2 lactation counselor training (40 hours) to 60 Ventura County professional and paraprofessional staff.	WIC breastfeeding coordinator provided in-kind administration for this project.
Yolo County Dept. of Health Lisa Webster (530) 666-8447	Nutrition Network	Yolo County WIC – Health Department	\$91,000	1) Conduct focus group to evaluate the knowledge of a variety of nutrition, health care, federal nutrition assistance programs. 2) Establish a nutrition advisory council. 3) Conduct monthly nutrition and cooking class within the community.	Stay on top of your project. Constant communication with potential funder is essential. Be willing to refine proposal for mutual benefit to expedite funding process. Establish a face-to-face relationship with potential funder. If road blocks occur, do not be afraid to ask for help from other agencies or political bodies.

Part 2: PROPOSALS NOT FUNDED

Agency Name and Contact	Funding Source	Proposal Name	Amount Received	Proposed Activities	Suggestions for Successful Proposals
Catholic Health Care West Kathleen Alanis (530) 527-8791	California Children & Families Commission	Food Guide/Cookbook	Requested \$8,250.	WIC food guide/cookbook on how to prepare food with WIC ingredients. Also contained food safety information and calorie expenditure data in recipes, and relationship between eating and exercise.	
Community Resource Project, Inc. Maureen Webb (916) 326-5830	Health and Human Services	Mini-Micro Grant	\$100,000 requested.	Nutrition education.	
	The California Endowment	Access for Farm Workers	\$75,000 requested.		
Contra Costa County Beverly Clark (916) 646-5376	California Children & Families Commission	Submitted two proposals: 1) Parenting education 2) Smoking cessation	Proposals were not funded. Plan to submit proposals to another funding agency.	Contra Costa receives ongoing Nutrition Network funds for breastfeeding and 5-A-Day promotion.	
City of Long Beach Judy Ogunji (562) 570-4462	March of Dimes	Folate First Program	\$34,650 requested.	Participants will attend a 45-minute folate class. A preand post-test to assess the knowledge of folate will be offered. Participants will receive one-time 30-day folic acid supplements.	
El Dorado County Dept. of Community Services Ellen Deutsche (530) 621-6170	California Children & Families Commission	The BestFed Club Program	Requested \$25,000 – Proposal was not funded.	Increase number of breastfed infants and toddlers in El Dorado County by providing support and education to participants. Data collected from the Best Fed Club would track	

Part 2: PROPOSALS NOT FUNDED

Agency Name and	Funding Source	Proposal Name	Amount	Proposed Activities	Suggestions for
Contact	3	·	Received	•	Successful Proposals
-			1		
El Dorado County Dept.				El Dorado County's	
of Community Services				breastfeeding rates and	
Continued:				duration beyond hospital	
				discharge, thereby providing	
				statistics for Healthy People	
Montoroy County	California Children &	WIC Family Lagring Centers	¢4 504 520	2010 evaluation.	
Monterey County Joann Godoy	Families Commission	WIC Family Leaning Centers	\$1,501,530	Emphasize:	
(831) 757-1819	ranniles Commission		Proposal	 Family literacy. Breastfeeding support. 	
(831) 737-1819			Not	3) Smoking cessation.	
			Funded.	or o	
Public Health	Los Angeles County	Black Infant Health	\$646,973	Operate a Los Angeles	
Foundation Enterprises	2007 11190100 00011119	Diagramani Franci	requested	County Black Infant Health	
Judy Gomez			for 2 years	program.	
(626) 856-6650					
San Diego State	March of Dimes	Outreach MCH Programs	\$49,000	Add full time outreach	
University Foundation			requested.	employee to increase	
Sarah Larson				referrals to WIC, CHDP,	
(858) 505-3070				Medi-Cal Healthy Families.	
				Provide outreach training to	
				WIC staff.	
San Luis Obispo	Nutrition Network	5-A-Day and Get Fit	Proposal	5-A-Day physical activity	
County			was not	program for WIC children	
Linda McClure			funded.	and mothers.	
(805) 781-5571			Requested		
			\$31,700.		

Part 3: AGENCIES THAT HAVE NOT/DO NOT PLAN TO APPLY FOR FUNDING

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Agency Name and	Has Not Applied and			
Contact	Does Not Plan to			
	Apply for Additional			
Alliance Medical Center	Funding			
Nikki Efigenio				
(707) 431-0831				
Camino Health Center				
Robin Bradley				
(949) 488-7696				
Community Medical				
Centers, Inc.				
Lauren Heininger				
(209) 870-5000				
E Center				
Helaine Moore				
(707) 263-5253				
Fresno County EOC Wilma Austin				
(559) 263-1150				
Gardner Family Care Corp.				
Kim Potter				
(408) 254-5192				
Indian Health Center of				
Santa Clara Valley				
Janet Rausch				
(408) 445-3420				
Inyo County				
Sharrie James				
(760) 872-1887				
Kern County				
Anne Williams				
(661) 327-3074				
Merced County				
Bill Ruth				
(209) 383-4859				
Napa County				
Wendy Need				
(707) 253-4272				

Part 3: AGENCIES THAT HAVE NOT/DO NOT PLAN TO APPLY FOR FUNDING

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Agency Name and	Has Not Applied and				
Contact	Does Not Plan to				
	Apply for Additional				
	Funding				
Nevada County WIC					
Nancy Piette					
(530) 470-2443					
North County Health					
Services					
Mary Sammer					
(760) 752-4324					
Riverside-San					
Bernardino County					
Art Lizer					
(909) 849-4761					
Sierra County Human					
Services					
Vickie Greer					
(530) 993-6737					
Siskiyou County					
Sue Doron					
(530) 841-4001					
Trinity County Health					
and Human Services					
Eileen Stocum					
(530) 623-3238					
Valley Community					
Health Center					
Roberta Smith					
(925) 846-5983					

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